

Before the  
**Federal Communications Commission**  
Washington, DC 20554

In the Matter of	)		
	)	MB Docket No.	_____
Amendment of Section 73.202(b)	)		
FM Table of Allocations	)	RM-	_____
FM Broadcast Services	)		
(Ft. Walton Beach, Florida)	)		

**PETITION FOR RULEMAKING**

Northwest Florida Media, LLC (“NFM”), by its undersigned attorney, hereby petitions the Commission to initiate a rulemaking proceeding to amend Section 73.202(b) of the FCC’s Rules, the FM Table of Allocations, as follows to add the allotment for channel 295A:

<u>Community</u>	<u>Current</u>	<u>Proposed</u>
Ft. Walton Beach, FL	243C1, 258C2	243C1, 258C2, 295A

NFM is simultaneously filing an application on FCC Form 301 seeking a construction permit to build and operate facilities implementing such allotment.

Technical Considerations

1. As shown in the above referenced FCC Form 301, the proposed allotment can be made at Ft. Walton Beach, Florida in full compliance with the Commission’s technical requirements for new FM allocations, including compliance with the Commission’s minimum distance separation and community of license coverage requirements.

## Policy Considerations

2. The proposed new station will provide the fourth local FM service to Ft. Walton Beach, Florida.<sup>1</sup> It will also bring the sixth local aural service to Ft. Walton Beach.<sup>2</sup>

3. The proposed new station will also provide a new aural service to 170,196 persons.<sup>3</sup>

4. The city of Ft. Walton Beach qualifies as a community for allotment purposes. It has a population of 19,507 (2010 census), and was incorporated under the laws of the State of Florida in 1941. It has a Mayor and a seven-member City Council. It has a library, several museums, and numerous businesses and places of worship.

5. As required by the FCC's rules, NFM is also filing simultaneously herewith an application on FCC Form 301 specifying the facilities of the proposed station. If the allotment requested herein is adopted, NFM will pursue that application to implement the allocation.

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For the foregoing reasons, NFM respectfully requests that the Commission adopt the proposed allotment, Channel 295A at Ft. Walton Beach, Florida.

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<sup>1</sup> Commercial stations WZNS(FM)(FIN 32834) and WKSM(FM)(FIN 27467) as well as Non-Commercial Educational FM station WPSM(FM)(FIN 22811) are currently licensed to Ft. Walton Beach.

<sup>2</sup> There are two AM stations licensed to Ft. Walton Beach; WFTW(AM)(FIN 27466) and WFDM(AM)(FIN 47003).

<sup>3</sup> See Exhibit A hereto.

Respectfully submitted,

**NORTHWEST FLORIDA MEDIA, LLC**

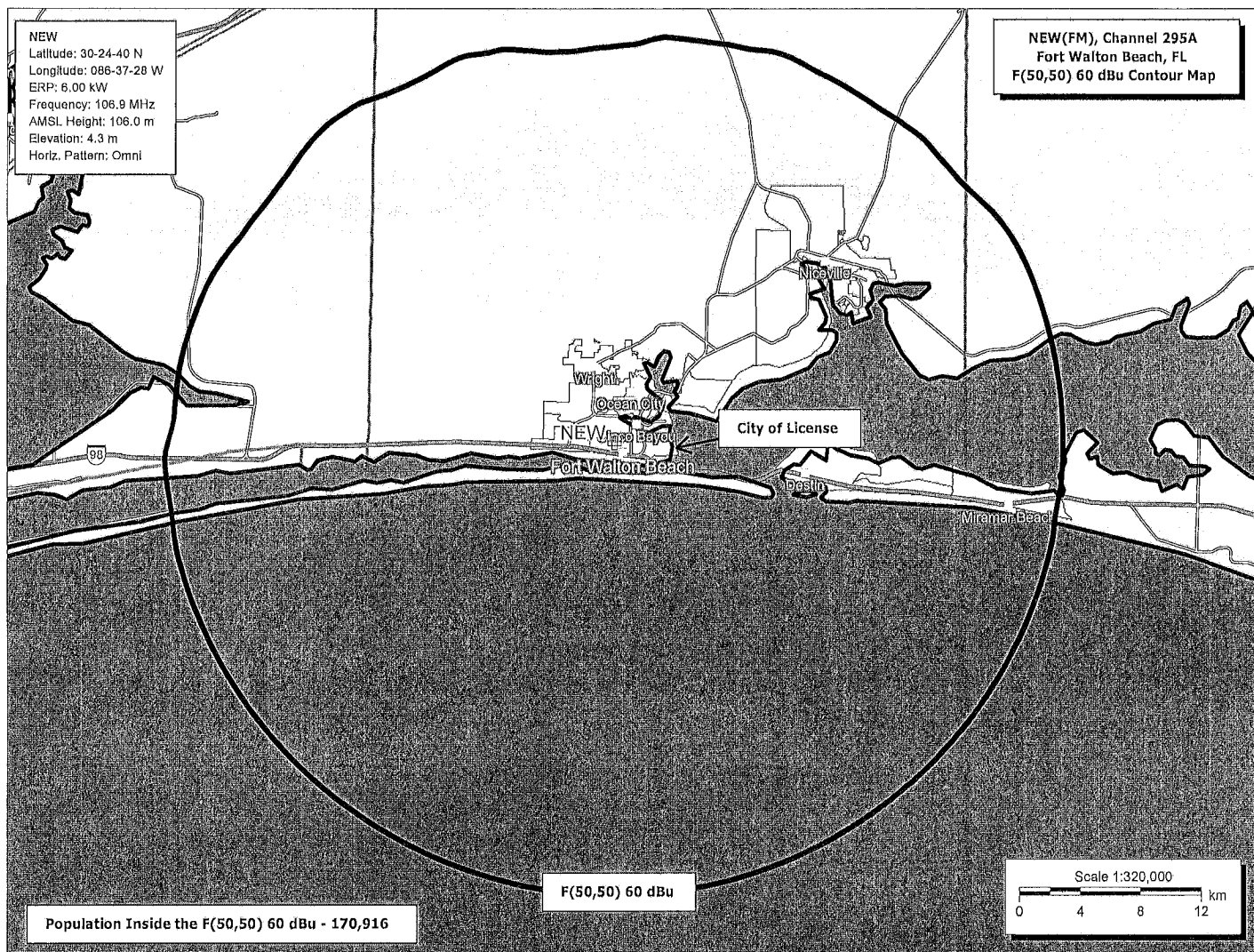
By: 

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*Its Counsel in this matter*

Dated: November 22, 2016

## EXHIBIT A



**CERTIFICATE OF SERVICE**

I, Sylvia Davis, a secretary in the law firm of Pillsbury Winthrop Shaw Pittman LLP, hereby certify that on this 22nd day of November, 2016, a copy of the foregoing "Petition for Rulemaking" was delivered via hand delivery to the following:

Nazifa Sawez, Assistant Division Chief  
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Sylvia Davis